

Step 8: Conceptual Model Design

Purpose of this step:

The purpose of this step is to outline design issues in the first of three design levels for the website.

Overview:

The purpose of this task is to use the Reengineered Task Organization Model for building the Conceptual model design (CMD). The CMD will be a coherent, rule-based framework foundation for the next levels in the design process. The CMD can be applied to different platforms (Mac, Windows etc.)

In this step we sketch several alternatives

- 1) In this step we sketch several alternatives
- 2) Are not interested in design specifics just the overview
- 3) In Step 8 we consider only the highest level of design:

How to:

- Define
- Present
- Identify rules to follow for
- Determine major displays and navigations for

... products/processes

Practical application of these principles to your site:

General rules before starting:

Form a small team of about 6 people who have taken part in the Contextual Task Analysis

Maybe decide on the design approach – that is product verses process

Start to form general ideas of product or process flows based on the requirements documents

- 1) **Clearly define the model type (Product or Process):** For reference a product model would be created if the users create/interact with individual products (create/save individual word docs, making user specific purchases with an E-commerce site) ... if the

software is for example financial software or perhaps a customer support service then the model would be a process model.

2) **Now identify the actual products or process categories.**

3) **Define the Product/Process rules:**

For products, there are 3 main product classifications:

Products: entities/products

Tools: To manipulate/build the products

Actions: To create/modify the products

Note: In a process oriented model, the Reengineered Task Organization model defines processes and sub processes.

- 4) **Define rules for windows:** There are different types of primary and secondary windows which may differ depending on the platform and purpose. It is important to outline these higher level rules and restrictions here. (E.g. 1. Double clicking icon-X opens a pop up window that allows the user to see more details. E.g. 2 Only the homepage has a login box but every other window type will have a logout action available)
- 5) **Identify major displays:** Decide how general functionality and information will be divided across the major display windows. (There will be 5 pages with the following headings ...)
- 6) **Identify major navigation:** How pathways, shortcuts etc. will link pages together. (E.g.: Here we might list the drop down menu items, their purpose and linked pages or pop up windows etc.)
- 7) **Document this:** Outline in text paragraphs and sketches. See the Examples section for quick-view references of this documentation.

Examples: See examples of this step in the “Examples” folder.